

№ 118525

Behavioral Economics

Edward Cartwright

НЕ СЕ ИЗНАСЯ

Библиотека - 71000
Им. 80

Библиотека
71000
Им. 80

4 93960

33

First published 2011
by Routledge
2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

Simultaneously published in the USA and Canada
by Routledge
711 Third Avenue, New York, NY 10017

Routledge is an imprint of the Taylor & Francis Group, an informa business

© 2011 Edward Cartwright

The right of Edward Cartwright to be identified as author of this work has been asserted by him in accordance with the Copyright, Designs and Patents Act 1988.

All rights reserved. No part of this book may be reprinted or reproduced or utilised in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

Trademark notice: Product or corporate names may be trademarks or registered trademarks, and are used only for identification and explanation without intent to infringe.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

Library of Congress Cataloging in Publication Data

A catalog record has been requested for this book

ISBN: 978-0-415-57309-2 (hbk)

ISBN: 978-0-415-57312-2 (pbk)

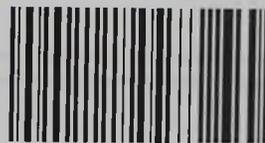
ISBN: 978-0-203-81686-8 (ebk)

Typeset in Times

by RefineCatch Limited, Bungay, Suffolk

БИБЛИОТЕКА - УНСС

Инв. №



120000134535



MIX
Paper from
responsible sources
FSC® C004839

БИБЛИОТЕКА

УНСС

СОФИЯ

Printed and bound in Great Britain by
CPI Antony Rowe, Chippenham, Wiltshire

Contents

<i>Preface</i>	ix
PART I	
Introduction	1
1 An introduction to behavioral economics	3
PART II	
Economic behavior	25
2 Simple heuristics for complex choices	27
3 Choice with risk	85
4 Choosing when to act	135
5 Learning from new information	169
6 Interacting with others	211
7 Social preferences	263
PART III	
Origins of behavior	309
8 Evolution and culture	311
9 Neuroeconomics	344

PART IV

Welfare and policy 391

10 Happiness and utility 393

11 Policy and behavior 432

Bibliography 457

Index 472